

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: January 4, 2013

SUBJECT: Director's Report

I hope you all had a wonderful holiday season, and wish you a joyous new year!

January TAC/LTAC Meeting is Cancelled

The January 2013 TAC/LTAC meeting is cancelled. February 14, 2013, is the date of the next meeting when we will be presenting Lynnwood lodging metrics for 2012.

Tourism Budget and Work Program for FY2013-2014

On December 12, 2012, City Council adopted the FY2013-2014 tourism budget and work program as recommended by the TAC/LTAC. There were no amendments to the recommendations. We will keep the TAC/LTAC updated on implementation activities.

Smith Travel Report

Snohomish County lodging metrics for November 2012 year-to-date reflect that occupancy is up 0.6%, ADR is up 8.7%, and RevPar is up 9.3%. Compared to 2011, occupancy is lagging slightly while ADR and RevPar have increased. Lodging metrics for the City of Lynnwood will be presented at the TAC/LTAC meeting in February 2013.

Lynnwood Lodging Tax Revenue

Lodging tax revenue for November 2012 was the best November for revenue since 2007. Lynnwood's distribution was \$52,860, which is up 8% compared to November 2011. Annual Lynnwood lodging tax revenues through November 2012 total \$483,128, which is \$15,205 more than the same time last year.

Legacy Development: Homewood Suites

Building permits have been issued for the Homewood Suites project on Alderwood Mall Parkway. The hotel will be 6 stories and include 165 suites. Completion is anticipated for the fourth quarter 2014.

Committee Appointments

On November 26, 2012, the City Council confirmed the appointment of all committee members for 2013. We are still looking for a restaurateur. Thank you for your continued service.

Next meeting: February 14, 2013